

## ORDER



KSNV

**Orders**  
**Order / Rev:** 107887  
**Alt Order #:** 06863650  
**Product Desc:** NRSC/HELLER  
**Estimate:**  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** NRSC/ Heller for Senate  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	58	\$36,850.00	\$31,322.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$36,850.00	\$31,322.50	0.00
<b>Totals</b>	<b>58</b>	<b>\$36,850.00</b>	<b>\$31,322.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSNV	99%	\$36,850.00
Market	100%	\$37,222.22

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$372.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/WagM	6-7a		----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
WAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$450.00		0.00			

Order / Rev: 107887  
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Advertiser: NRSC/ Heller for Senate  
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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
WAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$450.00		0.00						
E 2	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
WAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$450.00		0.00						
E 3	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-T-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
WAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$450.00		0.00						
E 4	KSNV	10/17/12	10/17/12	Today Show Today Show	CM	658a-9am	--W----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$600.00		0.00						
E 5	KSNV	10/22/12	10/22/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00						
E 6	KSNV	10/23/12	10/23/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$600.00		0.00						
E 7	KSNV	10/22/12	10/22/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
RACHAEL SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$225.00		0.00						
E 8	KSNV	10/23/12	10/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
RACHAEL SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$225.00		0.00						
E 9	KSNV	10/17/12	10/17/12	Noon News Noon News	CM	12-1230pm	--W----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$275.00		0.00						
E 10	KSNV	10/18/12	10/18/12	Noon News Noon News	CM	12-1230pm	---T---	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$275.00		0.00						
E 11	KSNV	10/23/12	10/23/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$275.00		0.00						
E 12	KSNV	10/18/12	10/18/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$225.00		0.00						
E 13	KSNV	10/19/12	10/19/12		CM	1230-1p	----F--	:30	1	\$225.00	2	0.00	NM	1	\$225.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Agenda 1230pm											
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1			\$225.00			0.00			
E 14	KSNV	10/22/12	10/22/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$225.00			0.00			
E 15	KSNV	10/17/12	10/17/12	Days of our Lives	CM	1258p-2pm	--W----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
				Days of our Lives											
				DAYS OF LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1			\$275.00			0.00			
E 16	KSNV	10/22/12	10/22/12	Days of our Lives	CM	1258p-2pm	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
				Days of our Lives											
				DAYS OF LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$275.00			0.00			
E 17	KSNV	10/23/12	10/23/12	Days of our Lives	CM	1258p-2pm	-T-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
				Days of our Lives											
				DAYS OF LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1			\$275.00			0.00			
E 18	KSNV	10/18/12	10/18/12	The Doctors	CM	2pm-3pm	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				The Doctors											
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---		1			\$225.00			0.00			
E 19	KSNV	10/22/12	10/22/12	The Doctors	CM	2pm-3pm	M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				The Doctors											
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$225.00			0.00			
E 20	KSNV	10/23/12	10/23/12	The Doctors	CM	2pm-3pm	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				The Doctors											
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1			\$225.00			0.00			
E 21	KSNV	10/17/12	10/17/12	Dr. Phil	CM	3-4p	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				Dr Phil											
				DR PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1			\$300.00			0.00			
E 22	KSNV	10/19/12	10/19/12	Dr. Phil	CM	3-4p	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				Dr Phil											
				DR PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1			\$300.00			0.00			
E 23	KSNV	10/23/12	10/23/12	Dr. Phil	CM	3-4p	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				Dr Phil											
				DR PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1			\$300.00			0.00			
E 24	KSNV	10/18/12	10/18/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	---T---	:30	1	\$450.00	2	0.00	NM	1	\$450.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---		1			\$450.00			0.00			
E 25	KSNV	10/19/12	10/19/12		CM	4-5pm	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00

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Advertiser: NRSC/ Heller for Senate  
 Product Desc: NRSC/HELLER  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$450.00 0.00															
E 26	KSNV	10/23/12	10/23/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:00 PM-4:30 PM)		4-5pm	-T-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FIRST NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$450.00 0.00															
E 27	KSNV	10/17/12	10/17/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
430P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$450.00 0.00															
E 28	KSNV	10/19/12	10/19/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
430P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$450.00 0.00															
E 29	KSNV	10/22/12	10/22/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
430P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$450.00 0.00															
E 30	KSNV	10/18/12	10/18/12	M-F Early News M-F Early News	CM	5-630p	---T---	:30	1	\$900.00	2	0.00	NM	1	\$900.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$900.00 0.00															
E 31	KSNV	10/23/12	10/23/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$900.00	2	0.00	NM	1	\$900.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$900.00 0.00															
E 32	KSNV	10/18/12	10/18/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$750.00 0.00															
E 33	KSNV	10/22/12	10/22/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUNM	-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$750.00 0.00															
E 34	KSNV	10/23/12	10/23/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$750.00 0.00															
E 35	KSNV	10/17/12	10/17/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL-FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$750.00 0.00															
E 36	KSNV	10/19/12	10/19/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	----F--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL-FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$750.00 0.00															
E 37	KSNV	10/22/12	10/22/12		CM	M-SA 8-11p / SUNM	-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00

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Wheel of Fortune in PRIM Wheel in Prime															
WHEEL-FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$750.00		0.00						
E 38	KSNV	10/17/12	10/17/12	FacetoFace/Ralston Rep	CM	730-758pm	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FacetoFace/Ralston Report															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$450.00		0.00						
E 39	KSNV	10/19/12	10/19/12	FacetoFace/Ralston Rep	CM	730-758pm	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FacetoFace/Ralston Report															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$450.00		0.00						
E 40	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Rep	CM	730-758pm	-T-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FacetoFace/Ralston Report															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$450.00		0.00						
E 41	KSNV	10/18/12	10/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
M-F News 3 at Eleven															
3 NEWS @ 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$775.00		0.00						
E 46	KSNV	10/22/12	10/22/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
Monday Prime 8-10pm															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,400.00		0.00						
E 47	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
Sa-Su News 3 at Eleven															
WKND LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$750.00		0.00						
E 48	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$750.00	2	0.00	NM	1	\$750.00
Sa-Su News 3 at Eleven															
WKND LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$750.00		0.00						
E 49	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
News 3 Sunrise SATURDAY															
NW3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$225.00		0.00						
E 50	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$325.00		0.00						
E 51	KSNV	10/20/12	10/20/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
News 3 Today - SAT															
NEWS 3 TDY WKDN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$300.00		0.00						
E 52	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
Sa-Su Early News															
NEWS 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$450.00		0.00						
E 53	KSNV	10/21/12	10/21/12		CM	5pm-630pm	-----S	:30	1	\$450.00	2	0.00	NM	1	\$450.00

Order / Rev: 107887  
Alt Order #: 06863650  
Flight Dates: 10/17/12 - 10/23/12

Advertiser: NRSC/ Heller for Senate  
Product Desc: NRSC/HELLER  
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa-Su Early News											
				Sa-Su Early News											
NEWS 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$450.00		0.00						
E 54	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
				WKND Jeop/Wheel											
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S-	1		\$375.00		0.00						
E 55	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				Saturday Night Live											
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S-	1		\$750.00		0.00						
E 56	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				News 3 Sunrise SUNDAY											
NWS3 SUNRS WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$225.00		0.00						
E 57	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$500.00		0.00						
E 58	KSNV	10/21/12	10/21/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
				Meet the Press											
MEET THE PRESS-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$1,900.00		0.00						
E 59	KSNV	10/21/12	10/21/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				News 3 Today											
NEWS3 TDY WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$250.00		0.00						
E 60	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
				Chris Matthews SUN 9:30am											
CHRIS MATTHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$375.00		0.00						
E 61	KSNV	10/21/12	10/21/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
				NFL Football											
SUN NITE NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$8,000.00		0.00						
E 62	KSNV	10/21/12	10/21/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$200.00		0.00						
													Totals	58	\$36,850.00